



EdTech-Elite Research Division
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July 31, 2015

Mr. Steven Goldberg, Principal
A.Harry Moore School
2078 Kennedy Blvd.
Jersey City, NJ 07305

Dear Mr. Goldberg

In our on-site meeting on July 15, you expressed your need to define a school “brand” in answer to a mandate from the New Jersey City University’s Marketing Department. You stated that the initial process was underway with an in house committee designing a study to survey parental and sending district stakeholders. Your current need was for an appropriately adapted tool to gather data on student perceptions of the A. Harry Moore School programs. Your concern that the diverse communication styles and cognitive levels of the student population are taken into account within the selection of the brand was recorded. The belief that the school provides a quality service to a diverse population in a large urban environment came across clearly from you in our conversation.

Your request for a proposed study to establish the characteristics that A. Harry Moore students most positively identify with the current school program will be used to augment the findings of the in house committee with the objective of defining the organizations brand. The enclosed proposal is based on a cross-sectional survey design in response to your request. Our agency will be available to present a written report to you by November 30, 2015.

Approval of this proposal by August 30 will permit EdTech-Elite to start and complete the project on time. If you have any questions about this proposal, please call me at extension 07.

Sincerely,

Wendy Thompson

Wendy Thompson, Research Team Leader



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Dear Parents or Caregiver,

The A Harry Moore School is in the process of a study to establish the characteristics that A. Harry Moore students most positively identify with the current school program and to identify the schools “brand”. The school defines branding as being about experiences and relationships which form the prime basis of an institution’s connection with their stakeholders. To ensure that the most important stakeholders in this process are counted, we have devised a short survey designed to gage your child’s perceptions of the characteristics that they most strongly identify with A. Harry Moore.

The survey will be presented to students in one of two formats, on paper or electronically. Students will be provided with facilitators to support the need for access or communication assistance. Small group or individual sessions will be available for completing the survey as to cause minimal disruption to students’ regular schedules. This is a volunteer only study and you and your child may opt out of the process.

Please sign and return this form identifying your child and preference below.

Thank you,

Wendy Thompson

Wendy Thompson, Research Manager

_____ has my permission to participate in the A Harry Moore branding survey.

_____ is opting out of participating in the A Harry Moore branding survey.

_____ Parent/ Caregiver

_____ Date

A. Harry Moore Student Branding Questionnaire

Mark the face that shows best how you feel when you see



A. Harry Moore



Students





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A. Harry Moore Student Branding Questionnaire

Mark the face that shows best how you feel when you see



Assistive Technology



Excited



OK



Grumpy



Music Therapy



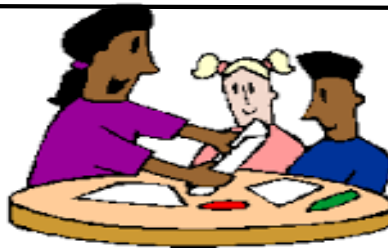
Excited



OK



Grumpy



Speech Therapy



Excited



OK



Grumpy

A. Harry Moore Student Branding Questionnaire

Mark the face that shows best how you feel when you see



Physical Therapy



Excited



OK



Grumpy



Occupational Therapy



Excited



OK



Grumpy



Art



Excited



OK



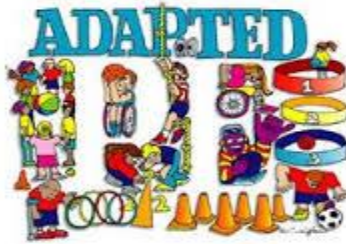
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A. Harry Moore Student Branding Questionnaire

Mark the face that shows best how you feel when you see



Physical Education



Excited



OK



Grumpy



Nursing Staff



Excited



OK



Grumpy



Computer Lab



Excited



OK



Grumpy



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To: Cordelia Twomey
From: Wendy Thompson
Date: July 31, 2015
Subject: ASSESSMENT 2: USING PRIMARY DATA- AHM BRAND

New Jersey City University's current revitalization initiative looks to define each department under the university's umbrella to better market the institution as a whole. In compliance with the request from the NJCU's marketing department for A. Harry Moore, a subsidiary of NJCU, to articulate an identifiable brand the need for a study to identify student perceptions has been raised. AHM School's administrative department commissioned a proposed action plan to define student perceptions of the AHM School's perceived brand.

Branding has been defined as being about experiences and relationships and therefore forms the prime basis of an institution's connection with their stakeholders. Institutional branding has become a means by which organizations attempt to recruit students, increase funding support from alumni and outside sources, and define themselves as unique from others serving similar populations.

The information needed to identify how the students of the AHM School perceive it and the diverse programs offered includes:

- Identification of the school
- Identification of the different services offered
- Identification of a common student communication style

Current students of the school will offer the most up to date information as it relates to perceptions of the school which has undergone major program restructuring within the last year.

A survey tool has been designed to gather primary data and will be administered in one to one or small group settings. This procedural precaution is designed to provide support to possible access issues for all students. The following delivery methods will be utilized determined by the cognitive and communication level and style of the student:

- Independently in paper format
- Independently in electronic format
- Supported with Adult scribe in paper format

Attached to this memo is the proposed survey



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Ethical issues to consider in this proposed study are the lack of comprehension of visual supports that some of the students may exhibit. The lack of anonymity for students' requiring a scribe or physical support to complete the survey questionnaire could hinder students' sense of freedom in responding. The inability to provide for the multiple communication styles of the diverse population of students may prohibit a full accounting of student participation. Parents of all students will be advised of the survey and given the option of removing their child from the process.

Thank you for reviewing this proposed contract. You may contact me by phone or via email at the following with any questions 201-200-XXXX or wthompson@edTech-elite.com



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References

- Aggarwal Sharma, A., Rao, V. R., & Popli, S. (2013). Measuring consumer-based brand equity for indian business schools. *Journal of Marketing for Higher Education*, 23(2), 175-203.
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- Cucchiara, M. (2008). Re-branding urban schools: Urban revitalization, social status, and marketing public schools to the upper middle class. *Journal of Education Policy*, 23(2), 165-179. doi:10.1080/02680930701853088